

The November Sweeps: Parkersburg-Zanesville

ADI (rank)	ABC's computations 1983 households (000)			CBS's computations 1983 households (000)		
	ABC	CBS	NBC	ABC	CBS	NBC
Parkersburg, W.Va. (194)	—	—	9	—	—	9
Peoria, Ill. (100)	42	43	37	43	42	35
Philadelphia (4)	558	416	416	559	426	411
Phoenix (25)	121	129	103	125	124	97
Pittsburgh (12)	299	251	162	301	254	159
Portland, Ore. (23)	142	128	101	140	128	99
Portland-Poland Spring, Me. (78)	61	46	50	64	48	49
Presque Isle, Me. (200)	—	8	—	—	9	—
Providence, R.I.-New Bedford, Mass. (41)	110	79	117	114	84	112
Quincy, Ill.-Hannibal, Mo. (152)	—	35	30	—	35	30
Raleigh-Durham, N.C. (37)	125	102	36	129	103	36
Rapid City, S.D. (161)	15	—	25	15	—	25
Reno (124)	32	21	19	30	21	19
Richmond, Va. (57)	70	81	65	69	90	59
Roanoke-Lynchburg, Va. (68)	55	89	59	56	88	59
Rochester, Minn.-Mason City, Iowa (139)	29	24	25	30	26	25
Rochester, N.Y. (70)	70	58	53	70	56	49
Rockford, Ill. (109)	38	35	26	39	35	26
Roswell, N.M. (188) *	—	18	5	3	17	—
Sacramento-Stockton, Calif. (20)	162	129	138	153	132	134
St. Joseph, Mo. (190)	20	—	—	20	—	—
St. Louis (18)	199	209	160	204	214	158
Salinas-Monterey-San Jose, Calif. (108)	47	23	23	46	24	22
Salisbury, Md. (166)	10	21	—	11	21	—
Salt Lake City (42)	94	103	83	97	104	80
San Angelo, Tex. (195)	—	13	—	—	13	—
San Antonio, Tex. (45)	94	102	62	92	103	62
San Diego (26)	118	109	73	108	112	71
San Francisco (5)	327	289	261	305	298	251
Santa Barbara-Santa Maria, Calif. (116)	29	23	16	27	23	15
Savannah, Ga. (107)	33	56	23	34	58	23
Seattle-Bellingham-Tacoma (15)	206	146	162	205	153	156
Selma, Ala. (206)	—	9	—	—	7	—
Shreveport, La.-Texarkana, Tex. (55)	90	100	56	89	99	56
Sioux City, Iowa (135)	37	14	34	37	14	33
Sioux Falls-Mitchell, S.D. (95)	40	73	20	41	72	20
South Bend-Elkhart, Ind. (80)	50	59	59	51	61	59
Spokane, Wash. (74)	61	52	49	57	53	48
Springfield, Mass. (96)	43	—	42	45	—	41
Springfield, Mo. (82)	24	56	59	24	56	58
Springfield-Decatur-Champaign, Ill. (73)	56	72	49	57	74	49
Syracuse, N.Y. (66)	57	77	67	59	77	66
Tallahassee, Fla. (128)	13	57	5	13	58	5
Tampa-St.Petersburg-Sarasota (17)	206	203	134	186	208	131
Terre Haute, Ind. (126)	17	44	39	15	44	39
Toledo, Ohio (60)	72	86	74	73	87	74
Topeka, Kan. (145) *	10	37	22	10	37	22
Traverse City-Cadillac, Mich. (132)	19	48	29	19	50	28
Tucson, Ariz. (85)	50	46	42	51	45	42
Tulsa, Okla. (55)	105	89	61	104	88	59
Tuscaloosa, Ala. (188)	—	12	—	—	12	—
Twin Falls, Idaho (203)	—	—	10	—	—	11
Tyler, Tex. (159)	53	—	—	53	—	—
Utica, N.Y. (158)	16	—	24	16	—	24
Victoria, Tex. (202)	5	—	5	5	—	5
Waco-Temple, Tex. (97) *	—	44	40	—	46	39
Washington-Hagerstown, Md. (8)	266	254	229	265	266	211
Watertown-Carthage, N.Y. (167)	—	20	—	—	20	—
Wausau-Rhineland, Wis. (132)	29	48	11	29	47	11
West Palm Beach-Ft. Pierce, Fla. (63)	53	24	57	49	24	56
Wheeling, W.Va.-Steubenville, Ohio (123)	—	55	44	—	56	42
Wichita-Hutchinson, Kan. (58)	74	76	64	73	77	62
Wichita Falls-Lawton (130)	32	28	22	31	29	22
Wilkes Barre-Scranton, Pa. (52)	103	61	83	105	63	82
Wilmington, N.C. (150)	30	—	48	31	—	47
Yakima, Wash. (122)	26	38	22	24	38	21
Youngstown, Ohio (83)	50	65	51	50	65	50
Zanesville, Ohio (198)	—	—	9	—	—	9

* Asterisk denotes affiliate switch or new station.